

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHILE

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION					
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	10.4	9.7	7.8	7.6	7.4
IMPORTED FROM: 1985 only RJR from Brazil 1.0% per year.					
POPULATION TOTAL (MILLIONS)	11.3	11.5	11.7	11.9	12.0
PER CAPITA CONSUMPTION	900	855	667	639	617
POPULATION OVER 15 YR OF AGE (MILLIONS)	---	---	---	70%	70%
SMOKER INCIDENCE					
% OF TOTAL POPULATION	59%	---	---	---	---
% OF FEMALE POPULATION	32%	---	---	---	---
% OF MALE POPULATION	27%	---	---	---	---
COMPANY SHARES					
1) PHILIP MORRIS (F.A.C.I.I.)	6.2%	5.5%	---	3.0%	4.0%
2) B.A.T. (C.C.T.)	93.8%	94.5%	---	95.5%	95.0%
3) R.J.R. (COSUR)	---	---	---	1.5%	1.0%

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(CHILE)	1981	1982	1983	1984	1985
BRAND FAMILY SHARES %					
BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER		
1) DERRY	BAT	C.C.T.			30.3
2) ADVANCE	BAT	C.C.T.	---	N.A.	18.0
3) RECORD	BAT	C.C.T.	---	N.A.	10.2
4) HILTON	BAT	C.C.T.	9.1	N.A.	9.2
5) VICEROY	BAT	C.C.T.	16.5	N.A.	5.7
6) BELMONT	BAT	C.C.T.	12.1	N.A.	5.2
7) LIFE	BAT	C.C.T.	---	N.A.	3.5
8) KENT	BAT	C.C.T.	5.0	N.A.	2.8
9) BOND	PM	F.A.C.J.I.	1.7	N.A.	2.3
10) CHESTERFIELD	PM	F.A.C.J.I.	0.3	N.A.	0.6
11) RIVER	RJR	COSUR	N.A.	N.A.	0.5
12) WINSTON	RJR	COSUR	---	N.A.	0.2
13) MONTEREY	PM	F.A.C.J.I.	1.0	N.A.	0.1
OTHERS			54.3	N.A.	11.4
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)		96.0%	96.7%	N.A.	96.4%
FILTER MENTHOL		1.0%	1.3%	N.A.	0.5%
NON-FILTER		3.0%	2.0%	N.A.	3.1%
PRICE SEGMENTATION %					
PREMIUM (IMPORTED CIGS.)		---	---	N.A.	\$ .91-5.0%
HIGH		\$.95-1.3%	N.A.	N.A.	\$ .70-13.5%
MEDIUM		\$.85-28.6%	N.A.	N.A.	\$ .60-18.7%
MEDIUM/LOW		\$.75-30.5%	N.A.	N.A.	\$ .52-38.7%
LOW		\$.55-39.7%	N.A.	N.A.	\$38-24.1%
TOBACCO TYPE SEGMENTATION %					
BLOND: VIRGINIA		97%	---	---	---
PACK TYPE SEGMENTATION %					
SOFT PACK		96.4%	---	---	95.7%
FLIP TOP BOX		3.6%	---	---	4.3%

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(CHILE)

1981

1982

1983

1984

1985

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	3	3	N.A.	3	3
B) RADIO	3	3	N.A.	1	1
C) NEWSPAPERS	3	3	N.A.	1	1
D) MAGAZINES	3	3	N.A.	1	1
G) BILLBOARDS	3	3	N.A.	1	1
H) CINEMA	3	3	N.A.	1	1
I) SAMPLING	3	3	N.A.	3*	3*

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	NO
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

\*Police Permit Required

2026305843

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COLOMBIA

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	20,449	19,668	21,800	22,320	22,440
OF WHICH LOCAL MANUFACTURE:	19,215	18,514	21,180	22,240	22,420
IMPORTED FROM: 1) U.S.A.	1,080	860	450	20	20
2) ECUADOR	154	294	170	60	---
POPULATION TOTAL (MILLIONS)	28.9	28.9	29.2	29.8	30.4
PER CAPITA CONSUMPTION	708	681	747	749	738
POPULATION OVER 15 YR OF AGE (MILLIONS)	18.1	18.1	18.2	18.6	18.8
PER CAPITA OVER 15 YRS	1,130	1,087	1,195	1,198	1,194
COMPANY SHARES					
1) CIA. COLOMBIANA DE TABACO (COL)	73.9	61.5	61.9	67.6	68.9
2) PROTABACO S.A. (PRO)	16.8	27.4	31.6	29.9	30.3
3) LA NACIONAL DE CIGARRILLOS (NAL)	3.3	5.2	3.7	2.1	0.7
4) PHILIP MORRIS (PM)	4.5	4.2	2.2	0.3	0.1
5) OTHER IMPORTS	1.5	1.7	0.6	0.1	---

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(COLOMBIA)			1981	1982	1983	1984	1985
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)PIELROJA REG	COL	COL	34.4	29.7	23.4	21.7	20.5
2)DERBY	COL	COL	---	0.5	9.8	16.6	17.8
3)PRESIDENT F	PRO	PRO	15.2	23.9	19.6	15.6	13.4
4)MUSTANG F	PRO	PRO	1.6	3.6	11.9	14.3	16.9
5)IMPERIAL F	COL	COL	20.2	15.7	14.5	12.5	12.0
6)PIELROJA FIL	COL	COL	8.0	6.3	5.6	5.6	5.7
7)HIDALGOS F	COL	COL	6.9	5.6	4.9	4.0	5.1
8)ROYAL	COL	COL	2.7	2.1	2.3	4.5	6.2
9)OTHER LOCAL			1.9	2.9	1.9	2.6	---
10)NACIONAL F	NAL	NAL	2.6	3.3	2.7	1.1	0.3
11)MONTECARLO F	PRO	PRO	0.5	0.5	0.5	0.4	0.1
12)COMMANDER F	PM	PM	0.7	1.5	0.8	0.3	---
13)MARLBORO	PM	PM	3.8	2.7	1.5	---	---
14)KENT	B AND W	B.A.T.	0.9	0.9	0.5	---	---
15)OTHER IMPORTS			0.6	0.8	0.1	---	2.0
MARKET SEGMENTATION%							
FILTER (NON-MENTHOL)			65.0	68.2	75.8	77.6	79.1
NON-FILTER			35.0	31.2	24.2	22.4	20.9
PRICE SEGMENTATION							
PREMIUM (USO 0.76 AND UP)			5.3	4.4	2.1	0.1	0.1
HIGH (USO 0.53 TO 0.69)			3.9	4.1	3.5	5.6	7.6
MEDIUM (USO 0.39 TO 0.49)			21.9	19.8	34.0	44.0	46.8
LOW (USO 0.33 TO 0.37)			33.9	40.5	36.2	27.8	24.6
ECONOMY (USO 0.25 TO 0.30)			35.0	31.2	24.2	22.4	20.9
TAR & NICOTINE SEGMENTATION%							
LOW (BELOW 15MG)			0.6	0.7	0.8	0.5	0.8
HIGH/FULL FLAVOR (ABOVE 15MG)			99.4	99.3	99.2	99.5	99.2

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(COLOMBIA)	1981	1982	1983	1984	1985
TOBACCO TYPE SEGMENTATION %					
BLOND: (LOCAL)	25.1	22.4	40.2	49.4	54.6
IMPORTED	6.0	5.9	2.8	0.4	---
MIXED	16.5	25.3	19.6	15.6	13.4
BLACK	52.4	46.4	36.4	34.6	29.9
LENGTH SEGMENTATION %					
70 MM AND SHORTER	35.0	31.2	24.2	22.2	20.9
80 MM TO 85 MM	65.0	68.8	75.8	77.8	79.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	0.3	0.5	0.4	0.4	3.5
16 TO 19 CIGTS/PACK	35.0	31.2	24.2	22.4	20.9
20 CIGTS/PACK	64.7	68.3	75.4	77.2	75.6
PACK TYPE SEGMENTATION %					
SOFT PACK	90.8	91.5	94.4	94.3	92.3
FLIP TOP BOX	9.2	8.5	5.6	5.7	7.7

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(COLOMBIA)

1981

1982

1983

1984

1985

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2026305847

LATIN AMERICA 18

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COSTA RICA

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.1	2.2	2.2	2.3	2.4
POPULATION TOTAL (MILLIONS)	2.9	2.3	2.3	2.4	2.4
PER CAPITA CONSUMPTION	918	939	956	958	
POPULATION OVER 15 YR OF AGE (MILLIONS)	1.5	1.5	1.5	1.6	
PER CAPITA OVER 15 YRS	1442	1469	1467	1438	1412
SMOKER INCIDENCE					
% OF TOTAL POPULATION	25.3	25.0	----	21.8	
% OF FEMALE POPULATION	25.5	16.7	----	16.0	
% OF MALE POPULATION	74.5	83.3	----	34.0	
COMPANY SHARES					
1)REPUBLIC TOBACCO CO.	71.6	73.6	74.2	73.3	72.3
2)TABACALERA COSTARRICENSE, S.A.	28.4	26.4	25.8	26.7	27.7

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LATIN AMERICA 19



(COSTA RICA)		1981	1982	1983	1984	1985
BRAND FAMILY SHARES %						
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1)DELTA		R.T. CO.	43.2	43.8	46.3	47.9
2)DERBY		R.T. CO.	11.0	12.0	13.6	17.0
3)TICOS		R.T. CO.	13.2	14.1	12.2	8.2
4)CAPRI		R.T. CO.	7.0	5.8	5.6	5.1
5)REX		R.T. CO.	3.5	3.6	4.1	5.1
6)WEST		T.C.S.A.	1.0	1.6	1.9	3.0
7)MARLBORO		T.C.S.A.	---	---	0.8	1.8
8)MONTEREY		R.T. CO.	3.3	2.6	2.0	1.1
9)VICEROY		R.T. CO.	0.6	0.8	0.9	1.0
10)BELMONT		R.T. CO.	1.2	1.4	1.2	0.8
11)LEON		T.C.S.A.	1.7	1.2	1.5	
12)RECORD		R.T. CO.	1.9	1.5	1.1	0.8
13)ROYAL		R.T. CO.	3.7	2.9	1.8	0.6
14)FORTUNA		T.C.S.A.	2.3	1.6	1.0	
15)SAVOY		T.C.S.A.	1.9	1.5	1.0	
16)OTHERS			5.1	5.1	5.0	7.6
MARKET SEGMENTATION%						
FILTER (NON-MENTHOL)			94.8	95.8	96.0	96.9
FILTER MENTHOL			1.1	1.0	1.1	1.4
NON-FILTER			4.1	3.2	2.9	1.7
PRICE SEGMENTATION %						
PREMIUM A			2.2	2.9	3.6	4.8
PREMIUM B			4.8	4.7	5.2	6.2
HIGH			18.9	20.0	21.3	23.4
MEDIUM A			46.6	49.3	51.5	53.9
MEDIUM B			23.5	20.0	15.8	10.0
LOW			4.0	3.1	2.6	1.7

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LATIN AMERICA 20

(COSTA RICA)	1981	1982	1983	1984	1985
TOBACCO TYPE SEGMENTATION %					
BLACK	19.2	18.7	15.5	12.0	10.7
BLOND	3.2	3.7	4.3	6.9	10.5
MIXED	77.6	77.6	80.2	81.1	78.8
LENGTH SEGMENTATION %					
70 MM AND SHORTER	4.1	3.2	2.9	2.5	1.7
80 MM TO 85 MM	95.9	96.8	97.1	97.5	98.3
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %					
SOFT PACK	83.0	79.7	79.2	77.3	76.9
FLIP TOP BOX	17.0	20.3	20.8	22.7	23.1
TAR & NICOTINE SEGMENTATION %					
FULL FLAVOR	85.9	84.6	82.4	96.4	96.8
LOW	14.1	15.4	17.6	3.6	3.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	1
D) MAGAZINES	---	---	---	---	---
E) COUPONS	---	---	---	---	---
F) POINT OF SALE	---	---	---	---	---
G) BILLBOARDS	---	---	---	---	---
H) CINEMA	3	---	3	3	3
I) SAMPLING	---	---	---	---	1

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(COSTA RICA)

1981

1982

1983

1984

1985

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

C) ADVERTISING

YES

YES

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

2026305851

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DOMINICAN REPUBLIC

	1981	1982	1983	1984	1985		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,431.5	3,463.7	3,522.4	3,645.1	3,717.2		
POPULATION TOTAL (MILLIONS)	5.6	5.7	5.8	5.9	6.0		
PER CAPITA CONSUMPTION	613	608	611	614	61.8		
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.9	2.9	3.0	3.0	3.1		
PER CAPITA OVER 15 YRS	1,183	1,194	1,180	1,215	1,200		
SMOKER INCIDENCE							
% OF TOTAL POPULATION	21.0	21.3	20.2	19.8	19.3		
% OF FEMALE POPULATION	20.4	20.6	20.1	20.0	19.6		
% OF MALE POPULATION	21.16	22.0	20.2	19.8	19.0		
COMPANY SHARES							
1) E. LEON JIMENES, C. POR A. (P.M.)	49.5	51.9	53.8	57.1	61.3		
2) COMPANIA ANOMINA TABACALERA	50.5	48.1	46.2	42.9	38.7		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) MARLBORO	P.M.	E.L.J.	26.0	31.5	34.5	36.3	38.7
2) MONTECARLO	C.A.T.	C.A.T.	29.2	29.6	30.8	29.5	27.8
3) NACIONAL	E.L.J.	E.L.J.	14.6	14.8	14.6	16.5	18.7
4) CREMAS	C.A.T.	C.A.T.	10.7	10.0	8.5	6.3	4.6
5) CASINO	C.A.T.	C.A.T.	8.5	6.8	5.4	4.3	3.3

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(DOMINICAN REPUBLIC)			1981	1982	1983	1984	1985
MARKET SEGMENTATION							
FILTER (NON-MENTHOL)			86.1	86.5	87.0	87.4	86.6
FILTER MENTHOL			2.4	2.5	2.8	4.3	5.3
NON-FILTER			11.5	11.0	10.2	8.3	8.1
PRICE SEGMENTATION							
HIGH	US\$0.90	12/82	56.8	62.7	66.9	68.2	69.1
MEDIUM	0.70	12/82	17.8	14.8	14.6	16.9	16.4
LOW	0.40	12/82	25.4	22.5	18.5	14.9	14.5
TAR & NICOTINE SEGMENTATION							
LOW			0.5	2.5	2.8	4.3	5.7
HIGH/FULL FLAVOR			99.5	97.5	97.2	95.7	94.3
TOBACCO TYPE SEGMENTATION							
BLOND (AMERICAN)			74.6	77.5	81.6	85.1	88.2
BLACK			25.4	22.5	18.4	14.9	11.8
LENGTH SEGMENTATION							
70 MM AND SHORTER			1.4	1.6	2.0	2.0	1.1
80 MM TO 85 MM			98.6	98.4	98.0	98.0	98.9
PACK COUNT SEGMENTATION							
UP TO 10 CIGTS/PACK			70.4	72.4	72.7	74.6	75.1
20 CIGTS/PACK			29.6	27.1	27.3	25.4	24.9
PACK TYPE SEGMENTATION							
SOFT PACK			89.2	88.5	88.1	88.1	87.9
FLIP TOP BOX			10.8	11.5	11.9	11.9	12.1

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(DOMINICAN REPUBLIC)

1981

1982

1983

1984

1985

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2026305854

LATIN AMERICA 25

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ECUADOR

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	4032	4600	3919	3983	3804
OF WHICH LOCAL MANUFACTURE:	100%	100%			
POPULATION TOTAL (MILLIONS)	8.64	8.90			
PER CAPITA CONSUMPTION	466	517	442	437	407
POPULATION OVER 15 YR OF AGE (MILLIONS)	4.69	4.83			
PER CAPITA OVER 15 YRS	860	952			
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---			
% OF FEMALE POPULATION	---	---			
% OF MALE POPULATION	---	---			
COMPANY SHARES					
1) PROESA	78.5	77.6	63.1	61.4	72.2
2) EL PROGRESO	21.5	22.4	36.9	38.6	27.8

2026305855

(ECUADOR)

1981

1982

1983

1984

1985

## BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) LARK	FTR	TANASA	55.8	52.9	37.2	31.1	32.5
2) LIDER		TANASA	---	---	3.5	15.5	25.7
3) FULL SPEED	EL PROG.	EL PROGRESO	12.7	12.2	16.0	18.3	14.2
4) DORAL	EL PROG.	EL PROGRESO	---	3.3	14.9	16.5	10.4
5) MARLBORO	PM	TANASA	15.6	18.2	13.7	9.4	9.8
6) KING	EL PROG.	EL PROGRESO	4.5	3.4	4.5	3.0	1.9
7) BARONET	TAN	TANASA	2.2	2.6	3.1	1.5	1.3
8) WEST		TANASA	---	---	---	1.7	1.1
9) CHESTERFIELD	FTR	TANASA	2.0	1.8	1.2	1.0	1.0
10) MAPLETON	TAN	TANASA	---	---	2.9	0.8	0.7
11) SALEM	RJR	EL PROGRESO	2.4	2.0	1.0	0.7	0.6
12) OTHERS			4.8	3.6	2.0	0.5	0.7

## MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	REGULAR	23.2	25.1	77.0	82.3	85.3
FILTER MENTHOL		3.6	2.9	2.1	1.3	1.0
NON-FILTER		16.9	15.6	20.9	16.4	13.7
FILTER CHARCOAL		56.3	56.4			

## PRICE SEGMENTATION % OFFICIAL RATE FREE RATE

PREMIUM	0.75	0.36	77.6	76.2	56.9	43.2	44.6
HIGH	0.60	0.29	3.0	5.6	19.5	32.3	36.2
MEDIUM	0.48	0.23	4.5	4.4	5.5	4.6	3.8
LOW	0.42	0.20	2.2	1.6	2.1	1.7	1.2
ECONOMY	0.27	0.13	12.7	12.2	16.0	18.2	14.2

OFFICIAL RATE 33,30

FREE RATE 70,00

## TAR &amp; NICOTINE SEGMENTATION %

MEDIUM	"	"		6.2	
HIGH/FULL FLAVOR	"	"	100.0	93.8	

## TOBACCO TYPE SEGMENTATION %

BOND: AMERICAN			87.3	87.8	84.0	81.8	85.8
BLACK			12.7	12.2	16.0	18.2	14.2

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LATIN AMERICA 27



(ECUADOR)	1981	1982	1983	1984	1985
LENGTH SEGMENTATION %					
70 MM AND SHORTER	16.9	15.6	14.2	12.2	9.8
80 MM to 85 MM	83.1	84.4	85.8	87.8	90.2
PACK COUNT SEGMENTATION %					
10 CIGTS/PACK			3.9	5.3	3.8
20 CIGTS/PACK	100.0	100.0	96.1	94.7	96.2
PACK TYPE SEGMENTATION %					
SOFT PACK	21.5	20.0	25.1	23.9	18.3
FLIP TOP BOX	78.5	80.0	74.9	76.1	81.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	3	3	3	3	3
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

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LATIN AMERICA 28

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EL SALVADOR

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,320.0	2,271.8	2,117.6	2,061.6	1,946.8
POPULATION TOTAL (MILLIONS)	4.9	5.0	5.1	5.2	5.3
PER CAPITA CONSUMPTION	473	454	415	396	430
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.5	2.5	2.6	2.6	2.6
PER CAPITA OVER 15 YRS	929	908	815	793	780
SMOKER INCIDENCE					
% of TOTAL POPULATION	22.2	18.8	34.0	---	22.0
% OF FEMALE POPULATION	7.9	9.3	6.0	---	4.6
% of MALE POPULATION	34.5	28.7	34.0	---	37.5
COMPANY SHARES					
1) CIGARRERIA MORAZAN, S.A. DE C.V. (B.A.T.)	85.6	84.3	83.6	87.7	86.0
2) TABACALERA DE EL SALVADOR, S.A. DE C.V. (P.M.)	14.4	15.7	16.4	12.3	14.0

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(EL SALVADOR)			1981	1982	1983	1984	1985
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) DELTA	B.A.T	MORAZAN	62.3	57.8	50.6	57.9	60.2
2) CASINO	B.A.T.	MORAZAN	7.0	13.3	20.0	16.0	13.0
3) REX	B.A.T.	MORAZAN	3.5	3.3	3.4	4.4	4.8
4) DIPLOMAT	P.M.I.	TASASA	5.0	5.2	4.2	4.4	5.3
5) MARLBORO	P.M.I.	TASASA	2.0	2.2	2.6	3.1	4.4
6) BARONET	P.M.I.	TASASA	2.6	4.1	5.9	3.0	3.1
7) WINDSOR	B.A.T.	MORAZAN	3.7	3.5	3.0	2.9	2.7
8) POLAR	B.A.T.	MORAZAN	0.7	0.9	1.0	1.6	2.1
9) YORK	B.A.T.	MORAZAN	-	-	2.1	1.6	1.4
10) EMBAJADORES	B.A.T.	MORAZAN	0.3	0.2	0.3	1.0	0.2
11) VICEROY	B.A.T.	MORAZAN	0.7	0.8	0.8	0.9	1.0
12) CARIBE	P.M.I.	TASASA	4.2	2.8	1.6	0.6	0.6
13) FIESTA	B.A.T.	MORAZAN	2.9	1.6	0.8	0.5	0.3
14) BILTMOR 100'S	B.A.T.	MORAZAN	2.1	1.4	0.6	0.4	0.3
OTHERS			3.0	2.5	3.1	1.7	0.6
MARKET SEGMENTATION%							
FILTER (NON-MENTHOL)			98.2	98.3	98.4	98.2	97.1
FILTER MENTHOL			1.5	1.5	1.4	1.7	2.8
NON-FILTER			0.3	0.2	0.2	0.1	0.1
TAR & NICOTINE SEGMENTATION%							
HIGH/FULL FLAVOR			100	100	100	100	100
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			100	100	100	100	100

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LATIN AMERICA 30

(EL SALVADOR)	1981	1982	1983	1984	1985
LENGTH SEGMENTATION %					
70 MM AND SHORTER	7	5	2.7	1.3	0.8
80 MM TO 85 MM	86	88	89.9	91.8	91.9
100 MM	7	7	7.4	6.9	7.3
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100	100	100	100	100
PACK TYPE SEGMENTATION %					
SOFT PACK	98.4	98.3	97.8	97.3	96.1
FLIP TOP BOX	1.6	1.7	2.2	2.7	3.9
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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LATIN AMERICA 31

(EL SALVADOR)

1981

1982

1983

1984

1985

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
B) CARTONS  
C) ADVERTISING

YES	YES	YES	YES	YES
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

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LATIN AMERICA 32

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUATEMALA

	1981	1982	1983	1984	1985		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2,301	2,169	2,144	2,073	1,878		
POPULATION TOTAL (MILLIONS)	7.0	7.2	7.4	7.7	8.0		
POPULATION OVER 15 YR OF AGE (MILLIONS)	3.7	3.8	3.9	4.1	4.2		
COMPANY SHARES							
1) TNSA (BAT)	55.8	56.3	55.1	52.7	52.1		
2) TACASA (PMI)	44.2	43.7	44.9	47.3	47.9		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) RUBICS	PMI	TACASA	37.7	37.6	38.7	42.1	40.8
2) CASINO	BAT	TNSA	18.7	18.6	19.9	20.5	16.9
3) BELMONT	BAT	TNSA	17.6	15.9	15.8	16.7	20.3
4) RECORD	BAT	TNSA	7.4	7.0	6.7	6.7	5.1
5) MARLBORO	PMI	TACASA	1.7	2.1	2.3	2.3	2.6
6) PLAZA	BAT	TNSA	5.5	3.8	3.4	2.9	2.6
7) PAYASOS	BAT	TNSA	---	---	2.7	2.4	2.7
8) DIPLOMAT	PMI	TACASA	---	---	0.8	0.9	1.7
9) WFST	PMI	TACASA	---	---	1.4	0.9	0.2
10) VICTOR	BAT	TNSA	---	4.8	2.4	0.9	0.4
11) VICEROY	BAT	TNSA	1.2	1.1	1.2	0.9	0.7
12) ALAS	BAT	TNSA	1.7	1.4	1.1	0.8	0.3
13) OTHERS			8.5	7.7	3.6	1.5	5.7
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			94.4	94.0	93.3	92.5	90.3
FILTER MENTHOL			2.7	3.1	3.9	5.1	7.0
NON-FILTER			2.9	2.9	2.8	2.4	2.7

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(GUATEMALA)	1981	1982	1983	1984	1985
PRICE SEGMENTATION %					
HIGH (PRICE PER 20'S PACK	3.0	3.2	3.7	3.2	3.3
MED-HIGH IN U.S. DOLLARS)	27.2	28.2	25.3	23.8	28.5
MEDIUM	42.4	42.4	45.4	48.2	53.8
MED-LOW	24.6	23.4	22.9	22.4	11.7
LOW	2.8	2.8	2.7	2.4	2.7
TAR & NICOTINE SEGMENTATION %					
LOW	2.9	2.5	2.1	1.9	2.0
HIGH/FULL FLAVOR	97.1	97.5	97.9	98.1	98.0
TOBACCO TYPE SEGMENTATION %					
BLACK	2.8	2.8	2.7	2.4	2.7
LENGTH SEGMENTATION %					
70 MM AND SHORTER	33.1	30.2	26.5	26.1	14.7
80 mm to 85 MM	2.4	2.3	72.6	72.9	83.6
95 MM TO 99 MM	64.2	66.7			
OVER 100 MM	0.3	0.8	0.9	1.0	1.7
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %					
SOFT PACK	97.6	97.7	97.5	96.0	96.4
FLIP TOP BOX	2.4	2.3	2.5	4.0	3.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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LATIN AMERICA 34

(GUATEMALA)

1981

1982

1983

1984

1985

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
B) CARTONS  
C) ADVERTISING

YES	YES	YES	YES	YES
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

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LATIN AMERICA 35



PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MEXICO

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION(BILLIONS)	52.5	52.5	49.1	48.5	54.4
OF WHICH LOCAL MANUFACTURE:	100.0	100.0	100.0	100.0	100.0
POPULATION TOTAL (MILLIONS)	71.2	73.0	74.8	76.7	78.3
PER CAPITA CONSUMPTION	739	719	656	632	695
POPULATION OVER 15 YR OF AGE (MILLIONS)	40.7	40.9	42.6	43.7	44.8
PER CAPITA OVER 15 YRS	1,290	1,284	1,153	1,110	1,214
SMOKER INCIDENCE					
% OF TOTAL POPULATION	30	30	27	27	29
% OF FEMALE POPULATION	9	9	9	9	10
% OF MALE POPULATION	21	21	18	18	19
COMPANY SHARES					
1) MODERNA	71.9	70.6	66.6	64.3	64.2
2) CIGATAM	28.1	29.4	33.4	35.7	35.8

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LATIN AMERICA 36

(MEXICO)

1981

1982

1983

1984

1985

## BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) RALEIGH	B.A.T.	MODERNA	26.8	27.9	25.8	25.6	28.1
2) FIESTA	B.A.T.	MODERNA	25.8	24.8	24.1	21.4	20.5
3) MARLBORO	PM	CIGATAM	7.5	9.2	10.1	11.5	14.5
4) DELICADOS	CIGATAM	CIGATAM	6.2	6.3	7.8	9.2	7.8
5) BARONET	CIGATAM	CIGATAM	8.3	7.7	8.3	7.4	6.7
6) ALAS	MODERNA	MODERNA	5.9	5.6	5.8	6.2	5.9
7) FAROS	CIGATAM	CIGATAM	3.0	3.1	3.6	4.0	3.5
8) VICEROY	B.A.T.	MODERNA	3.8	3.5	2.9	2.6	2.9
9) DEL PRADO	B.A.T.	MODERNA	4.7	4.2	3.5	2.7	2.4
10) COMMANDER	PM	CIGATAM	0.9	0.9	1.4	1.3	1.2
11) KENT	B.A.T.	MODERNA	1.0	1.0	0.9	0.9	1.2
12) ARGENTINOS	MODERNA	MODERNA	1.4	1.2	1.2	1.1	1.0
13) BENSON&HEDGES	P.M.	CIGATAM	---	0.2	0.4	0.5	0.8
14) SPORT SUAVES	B.A.T.	MODERNA	1.0	0.9	1.0	0.8	0.7
15) SALEM	RJR	CIGATAM	---	---	0.5	0.5	0.5
OTHERS			3.7	3.7	2.5	2.8	2.3

## MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	81.3	81.9	79.4	77.6	79.6
FILTER MENTHOL	2.0	1.9	1.9	1.8	1.8
NON-FILTER	16.7	16.2	18.7	20.6	18.6

## PRICE SEGMENTATION %

HIGH	42.0	44.8	43.3	45.0	50.3
MEDIUM	41.5	39.0	38.2	34.5	31.2
LOW	16.5	16.2	18.5	20.5	18.5

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LATIN AMERICA 37

(MEXICO)	1981	1982	1983	1984	1985
TAR & NICOTINE SEGMENTATION %					
LOW (9.0 - 12mg. tar)	4.1	3.6	5.9	4.9	
MEDIUM (13.0 - 15mg. tar)	74.4	75.9	27.6	71.3	
HIGH/FULL FLAVOR (15.0 - 20mg. tar)	21.5	20.5	26.5	23.8	
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	40.7	43.6	43.1	45.0	
MIXED	38.1	36.0	30.5	31.3	
BLACK	21.2	20.4	26.4	23.7	
LENGTH SEGMENTATION %					
70 MM AND SHORTER	34.1	34.6	32.2	34.3	34.7
71 MM TO 79 MM	10.1	10.2	12.4	14.2	12.6
80 MM to 85 MM	55.5	54.7	54.8	50.9	51.7
100MM	0.3	0.5	0.6	0.7	1.0
PACK COUNT SEGMENTATION %					
11 TO 15 CIGTS/PACK	3.0	3.1	3.6	4.0	3.5
16 TO 19 CIGTS/PACK	7.1	7.1	8.8	10.2	9.0
20 CIGTS/PACK	89.9	89.8	87.6	85.8	87.5
PACK TYPE SEGMENTATION %					
FLIP TOP BOX	7.7	9.5	10.0	11.2	14.5
SOFT PACK	92.3	90.5	90.0	88.8	85.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	3
D) MAGAZINES	1	1	1	1	3
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	3	3
G) BILLBOARDS	1	1	1	3	3
H) CINEMA	1	1	1	1	3
I) SAMPLING	1	1	1	1	3

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LATIN AMERICA 38

(MEXICO)

1981

1982

1983

1984

1985

HEALTH WARNING & T&N LISTINGS  
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
B) CARTONS  
C) ADVERTISING

YES  
NO  
NO

YES  
NO  
NO

YES  
NO  
NO

YES  
NO  
YES

YES  
NO  
YES

SPECIFIC T&N NUMBERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO  
NO  
NO

NO  
NO  
NO

NO  
NO  
NO

NO  
NO  
NO

NO  
NO  
NO

TAR BAND PRINTED ON:

A) PACKS  
B) CARTONS

NO  
NO

NO  
NO

NO  
NO

NO  
NO

NO  
NO

2026305868

ITALIAN AMERICA 39

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PANAMA

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,038.6	992.8	953.6	918.5	875.3
POPULATION TOTAL (MILLIONS)	1.876	1.923	1.964	2.013	2.063
PER CAPITA CONSUMPTION	554	516	485	454	424
POPULATION OVER 15 YR OF AGE (MILLIONS)	1,060.0	1,137	1,194	1,224	1,254
PER CAPITA OVER 15 YRS	980	913	798	747	698
SMOKER INCIDENCE					
% OF TOTAL POPULATION	24.9	---	---	---	---
% OF FEMALE POPULATION	9.1	---	---	---	---
% OF MALE POPULATION	39.0	---	---	---	---
COMPANY SHARES					
1) TABACAL (P.M.J.)	39.1	37.8	38.6	38.5	38.5
2) TISA (B.A.T.)	60.9	62.2	61.4	61.5	61.5
BRAND FAMILY SHARES %					
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER			
1) Viceroy	(BAT)	(TISA)	28.8	30.8	32.2
2) Marlboro	(PMJ)	(TABACAL)	17.8	18.4	19.1
3) KOOL	(BAT)	(TISA)	12.1	13.5	13.3
4) MENTOLADOS	(TABACAL)	(TABACAL)	11.8	10.6	9.6
5) BELMONT	(BAT)	(TISA)	9.6	8.4	7.3
6) RECORD	(BAT)	(TISA)	3.9	4.1	3.9
7) IMPERIAL	(BAT)	(TISA)	6.0	5.2	4.4
8) MONTEREY	(TABACAL)	(TABACAL)	3.3	3.8	3.5
9) MERIT	(PMJ)	(TABACAL)	0.8	1.0	1.0
10) NACIONAL	(TABACAL)	(TABACAL)	2.6	2.1	1.8
11) PARLIAMENT	(PMJ)	(TABACAL)	1.4	1.2	1.1
OTHERS			1.9	0.9	2.8
				5.7	7.6

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LATIN AMERICA 40

(PANAMA)	1981	1982	1983	1984	1985
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	68.4	72.4	74.3	75.4	71.7
FILTER MENTHOL	31.6	25.2	23.7	22.8	28.3
PLAIN		2.4	2.0	1.8	---
PRICE SEGMENTATION %					
PREMIUM (Price per 20's Pack in US\$)	0.3	0.3			0.2
HIGH	61.3	65.3	67.5	67.2	69.8
MEDIUM	25.3	27.4	19.3	19.5	14.8
LOW	13.1	13.0	13.2	13.3	15.2
TAR & NICOTINE SEGMENTATION %					
LOW (8.0-11.5)	1.1	1.6	1.9	2.2	2.6
HIGH/FULL FLAVOR (15.0-17.0)	98.9	98.4	98.1	97.8	97.4
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %					
80 mm to 85 MM	99.6	99.6	99.7	99.7	99.8
100 MM	0.4	0.4	0.3	0.3	0.2
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	40.2	43.6	46.2	48.0	51.4
20 CIGTS/PACK	59.8	56.4	53.8	52.0	48.6
PACK TYPE SEGMENTATION					
SOFT PACK	85.0	86.1	85.0	85.2	86.6
FLIP TOP BOX	15.0	13.9	15.0	14.8	13.4

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(PANAMA)

1981

1982

1983

1984

1985

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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LATIN AMERICA 42

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PUERTO RICO

	1981	1982	1983	1984	1985		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,900.0	2,800.0	2,800.0	2,800.0	2,800.0		
LOCAL MANUFACTURE	2,300.0	2,220.0	2,150.0	2,130.0	2,170.0		
IMPORTED FROM USA	600.0	530.0	650.0	670.0	630.0		
POPULATION TOTAL (MILLIONS)	3.2	3.2	3.2	3.3	3.3		
PER CAPITA CONSUMPTION	906	875	860	850	850		
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.2	2.2	2.2	2.2	2.2		
PER CAPITA OVER 15 YRS	1,318	1,272	1,260	1,250	1,250		
SMOKER INCIDENCE							
% OF TOTAL POPULATION	22.1	22.1	22.1	22.1	22.1		
% OF FEMALE POPULATION	12.0	12.0	12.0	12.0	12.0		
% OF MALE POPULATION	31.0	31.0	31.0	31.0	31.0		
COMPANY SHARES							
1) RJR	79.3	79.2	76.6	76.0	76.6		
2) P.M.	14.6	15.1	15.2	17.0(B)	15.7(A)		
3) AMERICAN TOBACCO	3.1	2.9	4.8	4.0	4.3		
4) BROWN & WILLIAMSON	1.5	1.4	1.8	1.5	1.8		
5) P. LORILLARD	1.5	1.4	1.6	1.5	1.6		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) WINSTON	RJR	RJR	64.7	64.5	63.3	63.0	63.3
2) SALEM	RJR	RJR	12.5	12.5	11.8	11.7	11.8
3) MARLBORO	P.M.	P.M.	5.9	6.2	6.1	6.8(B)	6.5(A)
4) MERIT	P.M.	P.M.	6.0	6.3	6.6	6.8(B)	6.4(A)
OTHERS			10.9	10.5	12.2	11.7	12.0

A) Lower 1985 P.M. Market share due to Players' weak performance, together with poor military and duty free sales, domestic sales were also affected. The paying ability of many of our customers has deteriorated, which produced a slow-down in sales.

B) 1984's P.M. market share increase came mainly from Winston smokers who temporarily switched to Players, other consumers came from Kool, Kent and Tareyton. Marlboro and Merit were not affected.

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LATIN AMERICA 43



(PUERTO RICO)	1981	1982	1983	1984	1985
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	84.0	84.0	84.0	85.0	85.0
FILTER MENTHOL	14.0	14.0	14.0	14.0	14.0
NON-FILTER	2.0	2.0	2.0	1.0	1.0
TAR & NICOTINE SEGMENTATION %					
LOW	10.0	10.0	10.0	13.0	13.0
FULL FLAVOR	90.0	90.0	90.0	87.0	87.0
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %					
70 MM AND SHORTER	2.0	2.0	1.0	1.0	1.0
80 mm to 85 MM	96.0	96.0	97.0	97.0	97.0
100 MM	2.0	2.0	2.0	2.0	2.0
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	15.0	15.0	15.0	15.0	15.0
20 CIGTS/PACK	85.0	85.0	85.0	85.0	85.0
PACK TYPE SEGMENTATION %					
SOFT PACK	23.0	23.0	23.0	23.0	23.0
FLIP TOP BOX	77.0	77.0	77.0	77.0	77.0

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(PUERTO RICO)

1981

1982

1983

1984

1985

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2026305874

LATIN AMERICA 45

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: VENEZUELA

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	20,640	20,101	20,756	21,270	16,826
POPULATION TOTAL (MILLIONS)	16.5	17.0	16.4(*)	16.8(*)	17.3(*)
PER CAPITA CONSUMPTION	1,247	1,186	1,266	1,262	972
POPULATION OVER 15 YR OF AGE (MILLIONS)	9.6	10.2	9.8	10.1	10.5
PER CAPITA OVER 15 YRS	2,153	1,971	2,111	2,095	1,606
SMOKER INCIDENCE					
% OF TOTAL POPULATION	21.4	22.1	20.7	21.2	19.1
% OF FEMALE POPULATION	42.3	41.4	42.7	44.0	45.0
% OF MALE POPULATION	57.3	58.6	57.3	56.0	55.0
COMPANY SHARES					
1) BIGOTT (B.A.T.)	57.4	63.9	70.7	80.5	76.1
2) CATANA (PHILIP MORRIS)	42.6	36.1	29.3	19.5	23.9

(\*) Based on 1980 Census

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(VENEZUELA)

1981

1982

1983

1984

1985

## BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) CONSUL	B.A.T.	BIGOTT	---	0.2	29.2	42.1	32.8
2) BELMONT	BIGOTT	BIGOTT	56.3	62.4	40.3	38.1	42.8
3) ASTOR	CATANA	CATANA	39.8	32.6	17.2	11.4	12.9
4) LIDER	P. MORRIS	CATANA	---	0.9	11.0	5.1	5.6
5) VICEROY	B.A.T.	BIGOTT	0.7	0.6	0.4	0.3	0.4
6) YORK	CATANA	CATANA	---	---	---	---	1.3
7) MARLBORO	P. MORRIS	CATANA	0.6	0.5	0.5	0.5	0.9
8) OTHERS			3.2	3.3	1.2	3.0	3.3

## MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	99.9	99.9	99.9	99.9	99.9
FILTER MENTHOL	0.1	0.1	0.1	0.1	0.1
NON-FILTER	---	---	---	---	---

## PRICE SEGMENTATION %

	US\$ PRICE	SHR	US\$ PRICE	SHR	US\$ PRICE	SHR	US\$ PRICE	SHR	US\$ PRICE	SHR
PREMIUM	.93-1.0	2.4	1.10-1.28	2.3	.61-.71	1.6	.63-.61	1.4	.59-.61	1.4
MEDIUM	.87	97.6	1.00	95.5	.54	57.0	.51	51.5	.54	59.0
LOW/ECONOMY (BASE Bs/\$)	---	---	0.70	2.2	.38	41.4	.43	47.1	.45	39.6
		(4.30)	(4.30)		(7.80)		(11.80)		(13.45)	

## TAR &amp; NICOTINE SEGMENTATION %

LOW (Under 10.0mg/cig; Nicotine:under .70mg/cig)	.5	.4	.1	.1	.1
MEDIUM (Under 10.0mg/cig; Nicotine:under .70mg/cig)	---	---	11.5	5.9	7.1
HIGH/FULL FLAVOR (Over 10.0mg/cig; Nicotine:over .70mg/cig)	99.5	99.6	88.4	94.0	92.8

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LATIN AMERICA 51

(VENEZUELA)	1981	1982	1983	1984	1985
LENGTH SEGMENTATION %					
70 MM AND SHORTER	97.7	98.6	98.4	99.0	97.5
80 MM to 85 MM	2.3	1.3	1.5	0.9	2.3
100MM	-----	.1	.1	.1	.2
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %					
SOFT PACK	99.5	99.6	99.4	99.3	98.6
FLIP TOP BOX	.5	.4	.6	.7	1.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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LATIN AMERICA 52

(VENEZUELA)

1981

1982

1983

1984

1985

HEALTH WARNING & T&N LISTINGS  
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
B) CARTONS  
C) ADVERTISING

YES  
YES  
YES

YES  
YES  
YES

YES  
YES  
YES

YES  
YES  
YES

YES  
YES  
YES

SPECIFIC T&N NUMBERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO  
NO  
NO

NO  
NO  
NO

NO  
NO  
NO

NO  
NO  
NO

NO  
NO  
NO

TAR BAND PRINTED ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO  
NO  
NO

NO  
NO  
NO

NO  
NO  
NO

NO  
NO  
NO

NO  
NO  
NO

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LATIN AMERICA 53

IBERIA

2026305879

VJ. IBERIA

ANDORRA

CANARY ISLANDS

PORTUGAL

SPAIN

2026305880



PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ANDORRA

	1981	1982	1983	1984	1985		
TOTAL CIGARETTE CONSUMPTION (MILLIONS) (ESTIMATED)	900	925	1,170	1,100	1,467		
LOCAL MANUFACTURE	N.A.	520	675	725	984		
IMPORTED FROM 1) FRANCE	N.A.	90	N.A.	100	100		
2) SPAIN	N.A.	170	271	260	333		
3) OTHERS	N.A.	80	N.A.	15	50		
COMPANY SHARES							
1) R.J. REYNOLDS	N.A.	41.7	44.7	47.3	44.3		
2) TSA - SPAIN	N.A.	N.A.	23.2	23.7	23.4		
3) PHILIP MORRIS	11.4	13.1	12.9	18.1	18.7		
4) SEITA	N.A.	9.7	8.1	9.1	6.8		
OTHERS	N.A.	N.A.	N.A.	1.8	6.8		
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)WINSTON	R.J.REYNOLDS	REIG/ANDORRA	N.A.	41.2	43.2	45.6	37.7
2)MARLBORO	P.MORRIS	IMSA/ANDORRA	7.0	9.4	10.5	15.1	16.0
3)FORTUNA	TABACALERA	IMSA/TSA	11.1	N.A.	14.2	14.1	14.2
4)DUCADOS	TABACALERA	TABACALERA/SPAIN	N.A.	N.A.	6.1	5.5	6.9
5)GITANES	SEITA	SEITA/FRANCE	N.A.	4.9	4.3	4.5	N.A.
6)PETER STUYV. T.E.I.		TABACS REUNIES/ANDOR	N.A.	N.A.	N.A.	N.A	2.7
OTHERS			N.A.	N.A.	N.A.	N.A.	N.A.

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IBERIA 1

(ANDORRA)	1981	1982	1983	1984	1985
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# CIGARETTE ADVERTISING MEDIA AVAILABILITY

\* NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	N.A.	N.A.	N.A.	N.A.	N.A.
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	N.A.	N.A.	N.A.	N.A.	N.A.
D) MAGAZINES	1	1	1	1	1
E) COUPONS	N.A.	N.A.	N.A.	N.A.	N.A.
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

## HEALTH WARNING & T&N LISTING ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

## SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

## TAR BRANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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IBERIA 2

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANARY ISLANDS

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS) (1)	3,896	3,914	4,239	4,393	4,681
OF WHICH LOCAL MANUFACTURE:	2,234	2,990	3,678	3,919	4,174
IMPORTED FROM 1) U.S.A.	1,150	449	169	104	81
2) ENGLAND	333	312	253	249	275
3) GERMANY	134	127	109	99	110
4) OTHERS	45	36	30	22	41
POPULATION TOTAL (MILLIONS) * PROJECTION	1,444	1,468	1,492	1,505	1,520
PER CAPITA CONSUMPTION	2,696	2,666	2,841	2,919	3,080
POPULATION OVER 15 YR OF AGE (MILLIONS) * PROJECTION	0,969	0,979	0,995	1,007	1,020
PER CAPITA OVER 15 YRS	4,020	4,000	4,260	4,362	4,589
NUMBER OF TOURISTS (MILLIONS)	2.8	2.9	3.1	3.4	3.7
SMOKER INCIDENCE					
% OF TOTAL POPULATION	37.1	37.4	37.4	37.7	37.7
% OF FEMALE POPULATION	23.5	23.9	23.5	25.1	23.5
% OF MALE POPULATION	52.1	52.1	52.1	51.2	51.2
COMPANY SHARES					
1) C.I.T.A./REEMTSMA	38.4	33.3	27.8	26.2	24.1
2) R.J. REYNOLDS	23.7	23.0	29.5	30.1	31.9
3) PHILIP MORRIS (2)	7.0	10.9	12.4	14.0	14.7
4) TABACANARIA	18.8	20.4	19.7	20.0	19.6
5) T.E.I.	5.0	4.3	4.6	4.3	4.1
6) REGENTA	3.6	3.8	2.9	2.8	2.8
OTHERS	3.5	4.3	3.1	2.6	2.8

(1) Including local & tourist consumption

(\*) Projection for 1982, onwards 1981 actual

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(CANARY ISLANDS)			1981	1982	1983	1984	1985
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1)WINSTON	R.J.R.	R.J.R.	21.4	20.8	26.0	26.2	25.1
2)CORONAS	C.I.T.A.	C.I.T.A./REEMTSMA	32.9	27.9	23.3	22.0	19.8
3)KRUGER	TABACANARIA	TABACANARIA	8.9	11.4	10.4	10.7	10.6
4)MARLBORO	P. MORRIS	P. MORRIS	3.1	5.8	6.9	7.7	8.7
5)CAMEL	R.J.R.	R.J.R.	1.7	1.7	2.9	3.4	6.3
6)SWING	P. MORRIS	P. MORRIS	1.9	3.0	3.5	4.8	3.5
7)BENSON	B.A.T.	TABACANARIA	2.5	2.6	3.2	3.4	3.1
8)MECANICOS	J. DOS SANTOS	REGENTA	3.6	3.8	2.9	2.9	2.8
9)ROTHMANS	T.E.I.	TURMAC	3.2	2.5	3.0	2.4	2.4
10)RECORD	C.I.T.A.	C.I.T.A./REEMTSMA	3.1	3.1	2.6	2.3	2.1
11)LARK	P. MORRIS	P. MORRIS	1.2	1.2	1.6	1.1	1.3
12)FORTUNA	PME/TSA	P. MORRIS/TABACANARIA	-	-	-	-	1.0
13)DUNHILL	T.E.I.	TURMAC	0.8	0.7	0.7	0.9	0.9
14)XXX	C.I.T.A.	C.I.T.A./REEMTSMA	1.2	1.1	0.9	0.9	0.8
15)OTHERS BLACK & BLOND			14.5	14.4	12.1	11.3	11.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			92.9	91.9	92.9	93.5	93.9
FILTER MENTHOL			0.7	0.9	0.9	0.9	0.9
NON-FILTER			6.4	7.2	6.2	5.6	5.2
PRICE SEGMENTATION % (ACTUAL PRICES)*							
PREMIUM (0.55-0.71) PER PACK			43.0	23.6	13.3	10.3	9.9
HIGH (0.54) PER PACK			-	20.5	39.7	42.4	46.4
MEDIUM-HIGH (0.30-0.48) PER PACK			-	-	-	0.9	1.0
MEDIUM (0.29) PER PACK			2.6	4.6	4.9	6.2	5.1
LOW (0.18-0.26) PER PACK			54.4	51.3	42.1	40.2	37.6
*CHANGE: US \$ = 155ts.							
PREMIUM:	IMPORTED BLOND BRANDS						
HIGH:	INT'L BRANDS LOCALLY PRODUCED						
MEDIUM-HIGH:	FORTUNA & LUCKY STRIKE						
LOW:	BLACK BRANDS						

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(CANARY ISLANDS)	1981	1982	1983	1984	1985
TAR & NICOTINE SEGMENTATION %					
LOW	3.4	6.2	6.6	7.6	7.6
HIGH/FULL FLAVOR	96.6	93.8	93.4	92.4	92.4
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	34.2	39.4	48.2	50.0	53.1
VIRGINIA	11.1	9.1	9.6	9.9	9.3
BLACK	54.7	51.5	42.2	40.1	37.6
LENGTH SEGMENTATION %					
70 MM AND SHORTER	6.8	6.9	4.9	4.4	3.8
80 mm to 85 MM	89.1	90.3	92.7	92.9	93.6
95 MM TO 99 MM	1.5	1.4	1.2	1.1	1.1
100 MM	2.6	1.4	1.2	1.6	1.5
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	0.4	-	-	-	-
11 to 15 CIGTS/PACK	0.8	1.4	0.1	-	-
16 TO 19 CIGTS/PACK	3.7	3.7	4.4	3.8	3.3
20 CIGTS/PACK	95.0	94.8	95.4	96.1	96.6
25 CIGTS/PACK	0.1	-	-	-	-
OVER 30 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %					
SOFT PACK	62.4	59.4	54.4	50.4	48.4
FLIP TOP BOX	36.0	39.0	44.4	48.8	50.8
PRINCESS PACK	1.5	1.4	1.1	0.8	0.7
OTHER (TIN, SLIDES AND SHELL)	0.1	0.2	0.2	0.1	0.1

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(CANARY ISLANDS)	1981	1982	1983	1984	1985
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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IBERIA 6

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PORTUGAL

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	12,625	13,196	13,636	13,483	13,585
OF WHICH LOCAL MANUFACTURE:	12,604	12,959	13,593	13,467	13,568
IMPORTED FROM 1) AZORES AND MADEIRA ISLANDS	6	137	21	1	-
2) FRANCE	10	17	21	15	16
3) AUSTRIA	5	2	1	0.2	-
4) SPAIN	---	81	---	---	---
5) OTHERS	N.A.	N.A.	N.A.	N.A.	N.A.
POPULATION TOTAL (MILLIONS) ONLY CONTINENT	9.1	9.2	9.2	9.3	9.3
PER CAPITA CONSUMPTION	1,942	1,999	2,066	2,012	2,028
POPULATION OVER 15 YR OF AGE (MILLIONS)	6.5	6.6	6.6	6.7	6.7
PER CAPITA OVER 15 YRS	1,829	1,912	1,976	1,926	1,941
SMOKER INCIDENCE					
% OF TOTAL POPULATION	25.4	N.A.	N.A.	N.A.	N.A.
% OF FEMALE POPULATION	6.1	N.A.	N.A.	N.A.	N.A.
% OF MALE POPULATION	44.7	N.A.	N.A.	N.A.	N.A.
COMPANY SHARES					
1) TABAQUEIRA	98.7	97.0	98.5	98.8	98.8
2) AZORES & MADEIRA ISLANDS	0.1	1.0	0.2	0.1	-
3) SEITA	0.1	0.1	0.2	0.1	0.1
4) AUSTRIATABAKWERKE	0.1	0.1	0.1	0.1	-
5) PHILIP MORRIS	0.7	0.7	0.7	0.7	0.6
6) REYNOLDS	0.4	0.5	0.4	0.4	0.5
7) OTHERS	---	0.6*	---	---	---

\* VENTAS TABACALERA

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(PORTUGAL)			1981	1982	1983	1984	1985
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK	MANUFACTURER					
1) SG	TABAQUEIRA	TABAQUEIRA	63.6	64.7	68.8	73.4	76.0
2) PORTUGUES SUAVE	TABAQUEIRA	TABAQUEIRA	14.3	13.7	12.5	10.1	8.9
3) KENTUCKY	TABAQUEIRA	TABAQUEIRA	5.2	5.8	6.3	7.7	7.8
4) RITZ	TABAQUEIRA	TABAQUEIRA	5.6	4.9	4.8	3.2	2.4
5) DEFINITIVOS	TABAQUEIRA	TABAQUEIRA	2.2	1.6	1.7	1.7	1.3
6) PROVISORIOS	TABAQUEIRA	TABAQUEIRA	2.0	2.0	1.6	1.5	1.3
7) MARLBORO	P. MORRIS	TABAQUEIRA	0.7	0.7	0.7	0.7	0.6
8) SINIRA	TABAQUEIRA	TABAQUEIRA	0.8	0.8	0.5	0.4	0.4
9) CT KS	TABAQUEIRA	TABAQUEIRA	0.7	0.6	0.6	0.5	0.4
10) ORFEU	TABAQUEIRA	TABAQUEIRA	-	-	-	-	0.3
11) WINSTON	REYNOLDS	TABAQUEIRA	0.2	0.2	0.2	0.2	0.2
12) VALMONT	REYNOLDS	TABAQUEIRA	-	-	-	-	0.1
13) CAMEL BOX	REYNOLDS	TABAQUEIRA	0.2	0.3	0.3	0.2	0.1
14) GAULOISES	SEITA	TABAQUEIRA	-	0.1	0.1	0.1	0.1
15) OTHERS			4.5	4.8	1.9	0.3	0.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			83.3	84.9	85.3	85.3	86.6
FILTER MENTHOL			0.2	0.1	0.1	0.1	0.1
NON-FILTER			16.5	15.0	14.6	14.6	13.3
PRICE SEGMENTATION %							
PREMIUM			1.3	1.9	1.2	1.1	0.9
HIGH			0.4	1.1	3.0	3.5	3.7
MEDIUM			88.9	87.6	86.2	84.6	84.7
LOW			4.2	3.6	3.3	3.2	2.8
ECONOMY			5.2	5.8	6.3	7.7	7.8
TAR & NICOTINE SEGMENTATION %							
MEDIUM			8.8	9.7	11.3	9.7	9.8
HIGH/FULL FLAVOR			91.2	90.3	88.7	90.3	90.2

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IBERIA 8



(PORTUGAL)	1981	1982	1983	1984	1985
TOBACCO TYPE SEGMENTATION					
BLOND: AMERICAN	66.1	67.5	71.2	75.3	77.8
LOCAL	9.6	9.6	9.8	10.7	10.6
BLACK	0.1	0.1	0.1	0.1	0.2
OTHERS (EUROPEAN)	24.2	22.8	18.9	13.9	11.4
LENGTH SEGMENTATION %					
70 MM AND SHORTER	62.2	57.3	54.7	59.1	56.2
80 MM to 85 MM	37.8	42.7	45.3	40.9	43.8
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	5.2	5.8	6.3	7.7	7.8
20 TO CIGTS/PACK	90.6	90.6	90.4	89.1	89.6
21 TO 24 CIGTS/PACK	4.2	3.6	3.3	3.2	2.6
PACK TYPE SEGMENTATION %					
SOFT PACK	96.9	96.2	95.1	95.3	95.1
FLIP TOP BOX	3.1	3.8	4.9	4.7	4.9
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	3	3	3
D) MAGAZINES	1	1	3	3	3
E) COUPONS	1	1	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	3	3	3
H) CINEMA	1	1	2	2	2
I) SAMPLING	1	1	1	1	1

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(PORTUGAL)

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

	1981	1982	1983	1984	1985
WARNING ON: A) PACKS	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	8.3(1)	N.A.	N.A.	0.2	0.3
PIPE TOBACCO (THOUSAND KILOS)	12.4(2)	13.0	15.5	14.8	15.2
ROLL YOUR OWN (THOUSAND KILOS)	144.1(3)	127.4	129.6	139.2	136.6

- (1) Imports. There is no local fabrication. Data INE Portugal.
- (2) Local fabrication and imports. Data Tabaqueira and INE Portugal.
- (3) Local fabrication. Data Tabaqueira

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SPAIN (MONOPOLY'S AREA)

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	64,230	68,706	71,165	74,156	79,125
OF WHICH LOCAL MANUFACTURE:	63,471	67,958	70,723	73,909	78,962
IMPORTED FROM 1) U.S.A.	495	517	276	147	84
2) U.K.	200	172	110	46	33
3) GERMANY	34	35	21	16	11
4) OTHERS	30	24	35	38	35
POPULATION TOTAL (MILLIONS)	36.1	36.3	36.5	36.8	37.0
PER CAPITA CONSUMPTION	1780	1891	1949	2015	2138
POPULATION OVER 15 YR OF AGE (MILLIONS)	26.4	26.7	26.9	27.2	27.4
PER CAPITA OVER 15 YRS	2429	2572	2641	2724	2875
SMOKER INCIDENCE					
% OF TOTAL POPULATION	38.8	39.6	-	38.2	39.5
% OF FEMALE POPULATION	21.2	25.6	-	24.4	25.3
% OF MALE POPULATION	57.7	54.7	-	55.7	54.2
COMPANY SHARES					
1) TABACALERA, S.A. (T.S.A.)	56.3	53.9	50.4	50.6	51.0
2) PHILIP MORRIS * (P.M.)	24.3	27.6	29.6	29.3	28.7
3) R.J. REYNOLDS (R.J.R.)	4.6	6.8	7.7	8.3	8.2
4) TABACANARIA/BAT (T.B.C./BAT)	6.9	5.7	7.3	6.9	7.0
5) C.I.T.A./REEMTSMA (C.I.T.A.)	7.1	5.1	4.3	4.5	4.7
6) OTHERS	0.8	0.9	0.7	0.4	0.4

\* INCLUDING FORTUNA RED MANUFACTURED BY TSA

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(SPAIN)			1981	1982	1983	1984	1985
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) DUCADOS	T.S.A.	T.S.A.	39.7	36.4	34.6	35.0	36.1
2) FORTUNA	T.S.A.	T.S.A./P.M.	22.0	23.6	25.6	25.2	24.1
3) WINSTON	R.J.R.	T.S.A./R.J.R.	4.0	6.1	7.3	8.0	8.0
4) CELTAS	T.S.A.	T.S.A.	10.2	8.7	7.4	6.4	5.8
5) RN	T.S.A.	T.S.A.	1.0	2.5	2.9	3.0	3.2
6) MARLBORO	P.M.	P.M./T.S.A.	0.6	1.2	1.6	2.2	2.8
7) REX	CITA/REEMTSM	CITA/REEMTSM	5.0	3.7	3.3	2.8	2.5
8) LUCKY STRIKE	T.S.A.	T.B.C.	-	-	1.6	1.8	2.3
9) HABANOS	T.S.A.	T.S.A.	-	1.7	1.5	1.7	1.8
10) NOBEL	T.S.A.	P.M.	1.2	2.4	2.2	1.8	1.7
11) ROYAL CROWN	T.S.A.	T.B.C.	-	0.5	1.4	1.5	1.6
12) CORONAS	CITA/REEMTSM	CITA/REEMTSM	-	-	-	0.7	1.0
13) DIANA	T.S.A.	T.S.A.	-	-	-	0.9	1.0
14) SOMBRA	T.S.A.	T.S.A.	1.8	1.6	1.3	1.0	0.9
15) RECORD	CITA/REEMTSM	CITA/REEMTSM	1.8	1.2	1.1	0.9	0.8
16) OTHERS			12.7	10.4	8.2	7.1	6.4
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			93.1	94.2	95.0	95.4	95.9
FILTER MENTHOL			0.7	0.6	0.5	0.5	0.4
NON-FILTER			6.2	5.2	4.5	4.1	3.7
PRICE SEGMENTATION % (ACTUAL PRICES)*							
(PER 20'S PACK IN US \$)							
PREMIUM (\$ .96 TO \$ 1.94)			1.0	1.1	0.6	0.3	0.2
HIGH (\$ .83 TO \$ .94)			4.6	7.5	9.1	10.6	11.2
MEDIUM \$ .48 TO \$ .71			23.7	27.2	31.3	31.6	31.4
MEDIUM \$ .25 TO \$ .39			5.5	7.4	8.0	8.7	9.3
MEDIUM \$ .24			54.4	48.0	43.5	42.3	42.0
LOW \$ .12 TO \$ .19			10.7	8.8	7.5	6.5	5.9

\* CHANGE: 1 US \$ = 155 PTS.

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IBERIA 12

(SPAIN)	1981	1982	1983	1984	1985
TAR & NICOTINE SEGMENTATION %					
LOW 1. mg. NICOTINE 16 mg. TAR	3.4	6.0	6.9	7.6	7.8
HIGH/FULL FLAVOR 1 mg. NICOTINE, 16 mg. TAR	96.6	94.0	93.1	92.4	92.2
LENGTH SEGMENTATION %					
70 MM	4.9	4.2	3.5	3.2	2.8
80 MM TO 85 MM	93.9	94.6	95.4	95.8	96.3
95 MM TO 99 MM	0.4	0.4	0.3	0.2	0.2
100 MM TO 120 MM	0.8	0.8	0.8	0.8	0.7
PACK COUNT SEGMENTATION %					
16 TO 19 CIGTS/PACK	0.6	0.5	0.4	0.4	0.3
20 CIGTS/PACK	99.4	99.5	99.6	99.6	99.6
OVER 30 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %					
SOFT PACK	91.0	87.9	87.0	83.7	79.2
FLIP TOP BOX	8.6	11.7	12.7	15.9	20.5
PRINCESS PACK	0.4	0.4	0.3	0.2	0.2
OTHER (CAN CIGARETTES)	0.1	0.1	0.1	0.1	0.1
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	31.2	36.4	40.6	41.9	42.3
VIRGINIA	0.3	1.0	1.8	1.9	1.8
EUROPEAN BLEND	0.1	0.1	0.1	0.1	0.1
BLACK: LOCAL	68.2	60.7	55.9	53.5	52.9
HAVANA	0.1	1.7	1.5	2.5	2.9
EUROPEAN BLEND	0.1	0.1	0.1	0.1	-

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(SPAIN)	1981	1982	1983	1984	1985
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED					
A) TELEVISION	1 (XX)	1 (XXX)	1 (XXX)	1 (XXX)	1 (XXX)
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	3
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	2	2	2	2	3
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
(XX) Only for new entries (XXX) Only for LTN brands					
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	915.7	888.9	825.3	837.5	823.7
PIPE TOBACCO (THOUSAND KILOS)	140.8	128.0	142.1	126.2	122.3
ROLL YOUR OWN (THOUSAND KILOS)	587.6	511.6	456.7	407.4	375.6

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CANADA

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANADA

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	66,519	66,258	62,788	61,476	58,700
OF WHICH LOCAL MANUFACTURE:	99.52%	99.53%	99.60%	99.60%	99.57%
IMPORTED FROM 1) US	.38	.37	.30	.30	.30
2) OTHER	.10	.10	.10	.10	.13
POPULATION TOTAL (MILLIONS)	24.3	24.6	25.0	25.3	25.4
PER CAPITA CONSUMPTION	2737	2693	2,511	2,430	2,311
POPULATION OVER 18 YR OF AGE (MILLIONS)	17.6	17.8	17.9	18.3	18.5
PER CAPITA OVER 18 YRS	3779	3722	3508	3359	3173
SMOKER INCIDENCE					
% OF TOTAL POPULATION	37.8	37.0	35.6	34.8	34.6
% OF FEMALE POPULATION	35.4	35.6	33.4	33.1	33.0
% OF MALE POPULATION	40.3	38.6	37.9	36.6	36.3
COMPANY SHARES					
1) IMPERIAL	48.37	49.02	50.14	51.92	52.85
2) ROTHMANS	23.19	22.68	22.03	21.08	20.17
3) MACDONALD	17.27	17.53	16.70	16.90	16.59
4) BENSON & HEDGES	10.98	10.61	11.00	10.00	10.29
5) BASTOS	.19	.16	0.13	0.10	.10

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(CANADA)	1981	1982	1983	1984	1985		
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) PLAYERS		IMPERIAL	19.78	20.75	21.86	22.83	22.96
2) DU MAURIER		IMPERIAL	15.33	15.97	16.60	17.65	17.65
3) EXPORT		MACDONALD	15.18	15.01	14.20	14.55	14.16
4) CRAVEN		ROTHMAN	9.53	9.51	9.47	9.01	8.10
5) ROTHMANS		ROTHMAN	9.84	9.43	9.01	8.62	8.00
6) MATINEE		IMPERIAL	6.55	6.13	5.90	5.95	6.10
7) NUMBER 7		ROTHMAN	2.92	2.76	2.62	2.51	3.30
8) BELVEDERE		B & H	3.22	3.08	3.17	2.89	2.81
9) BENSON & HEDGES		B & H	1.50	1.61	1.77	1.92	2.60
10) MARK TEN		B & H	3.75	3.27	3.31	2.74	2.49
11) PETER JACKSON		IMPERIAL	2.12	1.92	1.78	1.67	2.01
12) CAMEO		IMPERIAL	2.46	2.27	2.14	2.05	1.89
13) VISCOUNT		B & H	1.36	1.36	1.47	1.38	1.42
14) VANTAGE		MACDONALD	1.55	1.63	1.50	1.43	1.36
15) MEDALLION		IMPERIAL	.91	.88	0.86	0.83	0.76
MARKET SEGMENTATION %							
FILTER			96.83	97.19	97.47	97.74	97.98
PLAIN			3.17	2.81	2.53	2.26	2.02
PRICE SEGMENTATION %							
REGULAR		NO PRICE SEGMENTATION AMONG 4 MAJOR DOMESTIC			99.30	99.10	96.90
*EXONOMY/VALUE		MANUFACTURES, EXCEPT FOR \$0.10 PER CARTON			.70	.90	3.10
		KING SIZE/REGULAR DIFFERENTIAL, UNTIL 1985 VALUE					
		INITIATIVES.					

\*(INCLUDES ALL GENERICS, WHICH ARE IMPORTED OR PRODUCED BY BASTOS AND VALUE INITIATIVES BY THE 4 DOMESTIC MANUFACTURERS SINCE SEPTEMBER 1985).

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(CANADA)	1981	1982	1983	1984	1985
TAR & NICOTINE SEGMENTATION %					
ULTRA LOW (0-5MG)	7.32	7.75	7.97	7.77	7.9
LOW (6-9MG)	8.30	8.88	9.46	10.99	12.7
MEDIUM (10-15MG)	41.82	43.63	48.24	48.19	56.4
HIGH/FULL FLAVOR (15MG+)	42.56	39.73	34.33	33.05	23.0
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	.4	.4	1.4	1.3	1.2
VIRGINIA	99.6	99.6	98.6	98.7	98.8
LENGTH SEGMENTATION %					
71 MM TO 79 MM	50.59	50.68	50.68	51.26	51.3
80 MM TO 85 MM	46.82	46.33	45.94	44.79	44.0
100 MM TO 120 MM	2.59	2.98	3.38	3.94	4.7
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	19.8	18.9	18.2	18.0	17.6
25 CIGTS/PACK	80.2	81.1	81.8	82.0	81.1
30 CIGTS/PACK					1.3
PACK TYPE SEGMENTATION %					
FLIP TOP BOX	10.7	10.4	10.0	10.4	10.6
SLIDE AND SHELL	89.3	89.6	90.0	89.6	89.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	3	3	3	3	3
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	1	1	1	1	1
I) SAMPLING					

(12 MONTHS ON NEW INTRODUCTION ONLY)

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(CANADA)	1981	1982	1983	1984	1985
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
ROLL YOUR OWN (THOUSAND KILOS)	4,746.3	5,535.3	6,025.6	6,165.1	6,866.4
*CIGARS (MILLIONS)	413.8	381.1	345.0	312.1	305.6
*PIPE TOBACCO (THOUSAND KILOS)	183.6	166.4	156.0	133.7	90.8
*CHEWING TOBACCO (THOUSAND KILLOS) AND SNUFF (THOUSAND KILOS)	540.4	143.1	134.8	117.7	100.6
*(LOCAL PRODUCTION. DOES NOT INCLUDE IMPORTS WHICH REPRESENT A SUBSTANTIAL PART OF THE MARKET).					

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U.S.A.

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.A. MARKET

	1981	1982	1983	1984	1985
TOTAL CIGARETTE SHIPMENTS (MILLIONS)	626,476	622,306	595,966	599,698	594,695
POPULATION TOTAL (MILLIONS)	229.8	232.1	234.2	236.4	238.6
PER CAPITA CONSUMPTION	2,726	2,681	2,545	2,537	2,492
POPULATION OVER 18 YR OF AGE (MILLIONS)	166.7	169.3	171.7	173.8	175.8
PER CAPITA OVER 18 YRS	3,758	3,676	3,471	3,451	3,383
SMOKER INCIDENCE					
% OF TOTAL POPULATION	33.4	34.3	33.8	32.9	32.8
% OF FEMALE POPULATION	30.6	32.3	31.5	30.7	30.3
% OF MALE POPULATION	36.6	36.5	36.5	35.4	35.7

SOURCES: POPULATION DATA:

CURRENT POPULATION REPORT SERIES P-25, NO. 952 - 1980 CENSUS

SMOKER INCIDENCE PER CAPITA:

ROPER REPORTS YEARS 1983 - 84

COMPANY SHARES

1) PHILIP MORRIS	31.8	32.8	34.4	35.3	35.9
2) R.J. REYNOLDS	33.1	33.5	31.5	31.6	31.6
3) BROWN & WILLIAMSON	14.0	13.4	11.5	11.3	11.9
4) LORILLARD	9.0	8.6	9.1	8.2	8.1
5) AMERICAN BRANDS	9.5	8.8	8.6	7.9	7.5
6) THE LIGGETT GROUP	2.6	2.9	4.9	5.7	4.9

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

2026305901

USA 1

(U.S.A.)	1981	1982	1983	1984	1985
BRAND FAMILY SHARES %					
TRADEMARK					
BRAND NAME OWNERSHIP MANUFACTURER					
1) MARLBORO	18.3	19.2	20.2	21.5	22.4
2) WINSTON	13.3	13.2	11.9	11.7	11.4
3) SALEM	8.8	8.8	8.1	8.1	7.9
4) KOOL	8.4	8.2	7.2	7.1	6.8
5) BENSON & HEDGES	4.5	4.7	4.9	4.8	4.6
6) CAMEL	4.8	4.9	4.6	4.4	4.4
7) MERIT	4.5	4.5	4.4	4.3	4.1
8) PALL MALL	4.7	4.3	4.2	3.8	3.5
9) NEWPORT	2.2	2.4	2.8	3.0	3.4
10) VANTAGE	3.7	3.9	3.7	3.5	3.3
11) GENERIC	0.5	1.0	2.9	4.0	3.3
12) KENT	4.5	4.1	3.9	3.2	3.0
13) VIRGINIA SLIMS	2.5	2.5	2.5	2.6	2.8
14) CARLTON	2.2	2.1	2.0	1.9	1.9
15) MORE	1.5	1.6	1.5	1.5	1.4
16) OTHERS	15.6	14.6	15.2	14.6	15.8

#### MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	63.7	64.1	65.2	65.7	66.2
FILTER MENTHOL	28.5	28.7	28.0	28.0	28.0
NON-FILTER	7.8	7.2	6.8	6.3	5.8

#### PRICE SEGMENTATION %

HIGH	99.54	99.05	96.48	94.43	92.70
ECONOMY	.46	.95	3.52	5.57	7.30

\*Economy includes all Generic packings (B&W Generic, Liggett Generic and Doral) and Value Packings (Century, Richland and Stride).

#### TAR & NICOTINE SEGMENTATION %

ULTRA LOW (0-6 mg. tar)	8.0	9.8	10.3	10.7	10.1
MEDIUM (7-15 mg. tar)	39.7	46.6	54.3	50.1	44.8
HIGH/FULL FLAVOR (16+ mgs.)	44.1	35.9	28.2	32.5	38.8
(does not include Non-Filter)					

#### TOBACCO TYPE SEGMENTATION %

BLOND: VIRGINIA	100.0	100.0	100.0	100.0	100.0
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\*ADJUSTED OFFICIAL LOW TAR MARKET SHARES

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

USA 2

2065089202

(U.S.A.)	1981	1982	1983	1984	1985
LENGTH SEGMENTATION %					
70 MM AND SHORTER	3.4	3.2	2.9	2.7	2.5
80 mm to 85 MM	61.4	60.1	59.1	58.2	58.1
100 MM	33.2	34.6	35.9	37.0	37.1
OVER 100 MM (120's)	2.0	2.1	2.2	2.2	2.3
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	99.59	99.15	98.03
25 CIGTS/PACK	--	--	0.41	0.85	1.97
PACK TYPE SEGMENTATION %					
SOFT PACK	88.5	87.1	85.0	83.6	82.5
FLIP TOP BOX	11.5	12.9	15.0	16.4	17.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

20230306

(U.S.A.)

1981

1982

1983

1984

1985

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS  
B) CARTONS  
C) ADVERTISING

YES	YES	YES	YES	YES
YES	YES	YES	YES	YES
YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
YES	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS  
B) CARTONS  
C) ADVERTISING

NO	NO	NO	NO	NO
NO	NO	NO	NO	NO
NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)  
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)  
LITTLE CIGARS  
ROLL YOUR OWN (THOUSAND LBS.)  
CHEWING TOBACCO (THOUSAND LBS.)  
SNUFF (THOUSAND LBS.)  
BIDI (MILLIONS)  
KRETEK (MILLIONS)

3,855.2	3,629.5	3,567.1	3,427.3	3,110.3
26,774	24,527	22,975	20,567	18,091
1,367.7	1,265.0	1,334.2	1,234.1	1,217.8
3,262	3,368	4,001	3,750	3,656
90,247	87,975	86,567	87,249	85,109
41,974	43,870	45,689	47,672	48,630
1,720	3,693	N/A	N/A	N/A
23.994	45.482	123.627	170.906	52,035

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

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